

**Amendments to the Claims:**

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently amended) A display device comprising:

a pixel and at least one switching element at each area of intersection of a matrix of selection electrodes and data electrodes, and

a first driver that is configured to drive the selection electrodes in a sequence and

a second driver that is configured to drive the data electrodes, and

a pulsed backlight system that applies a pulse of light at a select time after the sequence of selecting the pixels;

wherein

the display device is configured to increase ~~the~~ a switching rate of pixels in based on the sequence of selecting the pixels during operation, so as to minimize a variance between the select time of applying the pulse of light and times that the pixels complete their switching.

2. (Currently amended) A display device as claimed in claim 1, wherein

the display device is configured to increase the switching rate of the pixels by increasing ~~the range of possible an applied drive voltage~~ voltages across the pixels in based on the sequence of selecting the pixels.

3. (Currently amended) A display device as claimed in claim 1, wherein

a picture electrode of a pixel is capacitively coupled to a further electrode, and

the display device is configured to increase the switching rate of the pixels by increasing ~~a range of possible drive voltages an applied drive voltage~~ across the pixels via the capacitive coupling.

4. (Currently amended) A display device as claimed in claim 3, wherein  
the drive voltage is ~~voltages are~~ applied across the pixels via a capacitive coupling with a juxtaposed selection electrode.

5. (Currently amended) A display device as claimed in claim 3, wherein  
the capacitive coupling between the picture electrode ~~to~~ and the further electrode ~~increases in~~ is dependent upon the sequence of selecting the pixels.

6 (Canceled)

7. (Currently amended) A display device as claimed in claim 1, wherein  
the display device is configured to increase the switching rate of the pixels by generating a temperature gradient during operation, at which the temperature increases in ~~the~~ a direction of the sequence of selecting the pixels.

8-9 (Canceled)

10. (New) A display device comprising:

an array of pixels that includes rows of pixels that are selected by a plurality of row drive signals,

a row driver that is configured to sequentially apply each row drive signal of the plurality of row drive signals from a first time to a second time within a frame period, each row of pixels thereby having a sequentially increasing row selection time, and

a lighting source that is configured to provide a pulse of light at a third time within the frame period,

wherein

the display device is configured such that a switching rate of each row of pixels is configured to be based on a difference between the third time and the row selection time of the row of pixels.

11. (New) The display device of claim 10, wherein  
the row driver is configured to apply sequentially larger voltage differentials to form each row drive signal from the first time to the second time within the frame period.
12. (New) The display device of claim 11, wherein  
each pixel of each row of pixels includes a capacitance that affects the switching rate of the row of pixel, and  
the capacitance of the pixels of each row of pixels is based on the difference between the third time and the row selection time of the row of pixels.
13. (New) The display device of claim 12, wherein  
each capacitance is formed by an overlap of a picture electrode of the pixel and a row electrode that provides the row drive signal to a prior row of pixels, and  
an amount of the overlap is based on the difference between the third time and the row selection time of the row of pixels.
14. (New) The display device of claim 13, wherein  
the display device is configured such that an operating temperature of each row of pixels is dependent upon the difference between the third time and the row selection time of the row of pixels.
15. (New) The display device of claim 12, wherein  
the display device is configured such that an operating temperature of each row of pixels is dependent upon the difference between the third time and the row selection time of the row of pixels.

16. (New) The display device of claim 10, wherein

each pixel of each row of pixels includes a capacitance that affects the switching rate of the row of pixel, and

the capacitance of the pixels of each row of pixels is based on the difference between the third time and the row selection time of the row of pixels.

17. (New) The display device of claim 16, wherein

each capacitance is formed by an overlap of a picture electrode of the pixel and a row electrode that provides the row drive signal to a prior row of pixels, and

an amount of the overlap is based on the difference between the third time and the row selection time of the row of pixels.

18. (New) The display device of claim 17, wherein

the display device is configured such that an operating temperature of each row of pixels is dependent upon the difference between the third time and the row selection time of the row of pixels.

19. (New) The display device of claim 16, wherein

the display device is configured such that an operating temperature of each row of pixels is dependent upon the difference between the third time and the row selection time of the row of pixels.

20. (New) The display device of claim 11, wherein

the display device is configured such that an operating temperature of each row of pixels is dependent upon the difference between the third time and the row selection time of the row of pixels.

21. (New) The display device of claim 10, wherein

the display device is configured such that an operating temperature of each row of pixels is dependent upon the difference between the third time and the row selection time of the row of pixels.

22. (New) The display device of claim 21, wherein

the operating temperature of each row of pixels increases as the difference between the third time and the selection time of the row of pixels decreases.

23. (New) The display device of claim 10, wherein

the switching rate of each row of pixels increases as the difference between the third time and the selection time of the row of pixels decreases.